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July 9, 1997

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JUL - 9 1997

Mr. William F. Caton
Acting Secretary
Federal Communications Commission
1919 M Street, N.W., Suite 222
Washington, D.C. 20554

FEDERAL COMMUNICATIONS COMMISSION
OFFICE OF THE SECRETARY

RE: MM Docket Nos: 91-221, 87-8, 94-150, 92-51, 87-154:
Television Local Marketing Agreement Report for Station
WBSV-TV, Venice, Florida, Desoto Broadcasting, Inc.

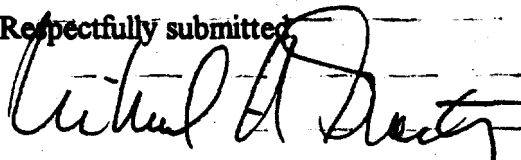
Dear Mr. Caton:

Enclosed for filing with the Federal Communications Commission is an original and four (4) copies of the Television Local Marketing Agreement Report, filed on behalf of Desoto Broadcasting, Inc., licensee of Station WBSV-TV, Venice, FL.

Please note that the information supplied herewith pertains only to the brokered entity. The brokering entity is Global Broadcasting Systems, Inc., which will be furnishing its own report.

Should you have any questions, please contact undersigned counsel.

Respectfully submitted,



Michael H. Shacter

Enclosure

Before the
FEDERAL COMMUNICATIONS COMMISSION
Washington, D.C. 20554

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JUL - 9 1997

FEDERAL COMMUNICATIONS COMMISSION
OFFICE OF THE SECRETARY

In re:)	
)	
Review of the Commission's)	
Regulations Governing)	MM Docket No 91-221
Television Broadcasting)	
)	
Television Satellite Stations)	MM Docket No. 87-8
Review of Policy and Rules)	
)	
Review of the Commission's)	
Regulations Governing)	MM Docket No. 94-150
Attribution of Broadcast)	
and Cable/MDS Interests)	
)	
Review of the Commission's)	
Regulations and Policies)	
Affecting Investment in)	MM Docket No. 92-51
the Broadcast Industry)	
)	
Reexamination of the)	
Commission's Cross-Interest)	MM Docket No. 87-154
<u>Policy</u>)	

TO: Office of the Secretary

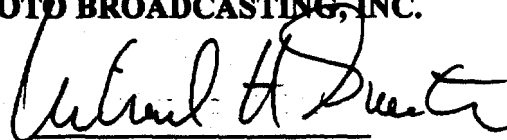
TELEVISION LOCAL MARKETING AGREEMENT REPORT

Pursuant to the Federal Communications Commission's Public Notice, DA 97-1246,
released on July 17, 1997, Desoto Broadcasting, Inc., by and through its attorneys, hereby submit
its Television Local Marketing Agreement Report for Station WBSV-TV, Venice, FL.

Should you have any questions, please contact undersigned counsel.

Respectfully submitted,
DESOTO BROADCASTING, INC.

By:



Michael H. Shacter
Its Attorney

Pepper & Corazzini, L.L.P.
1776 K Street, NW, Suite 200
Washington, DC 20006
(202) 296-0600

July 9, 1997

Enclosure

UNION LOCAL MARKETING AGREEMENT REPORT

Re: the Federal Communications Commission's Public Notice, DA 97-1745

Desoto Broadcasting, Inc., by and through its attorneys, hereby submit

the attached Marketing Agreement Report in compliance with the Commission's

**TELEVISION LOCAL MARKETING AGREEMENT REPORT
WBSV-TV—CHANNEL 62—VENICE, FLORIDA**

- (1) For both the brokering and brokered stations, the name of the licensee, call letters, channel number, and community of license.**

For the brokered station, the name of the licensee is DeSoto Broadcasting, Inc.; the station's call letters are WBSV-TV; the station is broadcasting on channel 62; and is licensed to Venice, Florida.

- (2) The name and rank of the Nielsen Designated Market Area(s) in which the brokering and brokered stations are located.**

The name of the Nielsen Designated Market Area in which the brokered stations is located is Tampa-St. Petersburg and its rank is 15.

- (3) Whether the brokering and brokered stations have overlapping signal contours and, if so, specify the degree of city grade, grade A or grade B overlap.**

Neither the brokered station nor any station licensed to the broker have any overlapping signal contours.

- (4) The date on which the parties entered into the LMA.**

The parties entered into the LMA on April 2, 1997.

- (5) Information regarding the term of the LMA — specifically, the start and end dates of the initial term of the LMA, whether the LMA includes renewal provisions, and, if so, the specific terms of such renewal provisions, e.g., length, at which party's option the renewal may be exercised, whether renewal is automatic, notice for exercising renewal option, etc.**

The LMA was entered into in connection with the sale of the station to the broker, Global Broadcasting Systems, Inc. Absent a default or termination of the purchase agreement, the LMA will terminate upon the consummation of the purchase of the station.

- (6) The percentage of the brokered station's weekly broadcast hours that is brokered to the brokering station.**

The broker provides programming for fifty percent of the station's broadcast hours.

- (7) Whether the brokering or brokered stations are owned by or affiliated with the ABC, CBS, Fox, NBC, UPN, or WB broadcast television networks. If so, please specify the**

identity of the network and whether the relationship between network and station is that of ownership or affiliation.

The brokered station is not owned by or affiliated with the ABC, CBS, Fox, NBC, UPN, or WB broadcast television networks.

(8) The reported Nielsen all-day audience share (measuring 9 a.m. through midnight) for both the brokering and brokered station during the last three most recent rating periods.

The reported Nielsen all-day audience share (measuring 9 a.m. through midnight) for the brokered station during the last three most recent rating periods is as follows:

May 1997	2 rating/1 share
February 1997	2 rating/1 share
November 1996	3 rating/1 share

(9) A brief summary of any other information that parties to an LMA, at their option, may wish to bring to the Commission's attention, such as any efficiencies or public interest benefits they believe have resulted from the LMA, whether the station was off the air prior to the LMA being entered into, whether the station has been or is for sale, or whether the station was constructed while under the LMA.

The LMA was entered into in connection with the sale of the station to the broker, Global Broadcasting Systems, Inc.